

perspectives of women who have undergone cosmetic surgery, illuminating the aspirations behind their choices. The author explores how turbulent economic, socio-cultural and political changes in China since the 1980s have produced immense anxiety that is experienced by women both mentally and physically. This book will appeal to readers who are interested in gender studies, China studies, anthropology and sociology of the body, and cultural studies.

The era of globalization allows for more connectivity between nations and cultures. This increase in international association gives citizens the ability to take advantage of opportunities in other nations, such as medical assistance and accompanying services. *Medical Tourism: Breakthroughs in Research and Practice* is a comprehensive reference source for the latest scholarly material on trends, practices, and emerging phenomena of international travel by patients for medical treatment and examines the benefits and challenges of these services. Highlighting a range of pertinent topics such as hospitality management, reproductive medicine, and ethical considerations, this multi-volume book is ideally designed for the needs of healthcare providers, nonprofit organizations, students, and medical professionals seeking relevant research on the relationship between global travel and access to healthcare.

Practices of cosmetic surgery have grown exponentially in recent years in both over-developed and developing worlds. What comprises cosmetic surgery has also changed, with a plethora of new procedures and an extraordinary rise of non-surgical operations. As the practices of cosmetic surgery have multiplied and diversified, so have feminist approaches to understanding them. For the first time leading feminist scholars including Susan Bordo, Kathy Davis, Vivian Sobchack and Kathryn Pauly Morgan, have been brought together in this comprehensive volume to reveal the complexity of feminist engagements with the phenomenon that still remains vastly more popular among women. Offering a diversity of theoretical, methodological and political approaches *Cosmetic Surgery: A Feminist Primer* presents not only the latest, cutting-edge research in this field but a challenging and unique approach to the issue that will be of key interest to researchers across the social sciences and humanities.

Over the decades, the fields of health information systems and informatics have seen rapid growth. Such integrative efforts within the two disciplines have resulted in emerging innovations within the realm of medicine and healthcare. *The Handbook of Research on Emerging Perspectives on Healthcare Information Systems and Informatics* provides emerging research on the innovative practices of information systems and informatic software in providing efficient, safe, and impactful healthcare systems. While highlighting topics such as conceptual modeling, surveillance data, and decision support systems, this handbook explores the applications and advancements in technological adoption and application of information technology in health institutions. This publication is a vital resource for hospital administrators, healthcare professionals, researchers, and practitioners seeking current research on health information systems in the digital era.

K-Pop: Popular Music, Cultural Amnesia, and Economic Innovation in South Korea seeks at once to describe and explain the emergence of export-oriented South Korean popular music and to make sense of larger South Korean economic and cultural transformations. John Lie provides not only a history of South Korean popular music—the premodern background, Japanese colonial influence, post-Liberation American impact, and recent globalization—but also a description of K-pop as a system of economic innovation and cultural production. In doing so, he delves into the broader background of South Korea in this wonderfully informed history and analysis of a pop culture phenomenon sweeping the globe.

Business in North Korea: a paradoxical and fascinating situation is interpreted by a true insider. In 2002, the Swiss power company ABB appointed Felix Abt its country director for North Korea. The Swiss Entrepreneur lived and worked in North Korea for seven years, one of the few foreign businessmen there. After the experience, Abt felt compelled to write *A Capitalist in North Korea* to describe the multifaceted society he encountered. North Korea, at the time, was heavily sanctioned by the UN which made it extremely difficult to do business. Yet he discovered that it was a place where plastic surgery and South Korean TV dramas were wildly popular and where he rarely needed to walk more than a block to grab a quick hamburger. He was closely monitored and once faced accusations of spying, yet he learned that young North Koreans are hopeful—signing up for business courses in anticipation of a brighter, more open, future. In *A Capitalist in North Korea*, Abt shares these and many other unusual facts and insights about one of the world's most secretive nations.

A lavishly photographed portrait of South Korea is a tribute to its dynamic cultural history, picturesque landscapes, and role as a high-ranking industrial power housing one of the world's most populous cities.

Reveals how policymaking traditions prior to democratization continue to resonate within current South Korean public policy advocacy practices. Who dominates in the contemporary policy process in South Korea? How do policy advocates engage in advocacy activities to exercise influence? Building on existing theories of state, society, and public policies in democracies, *Advocacy and Policymaking in South Korea* argues that the legacy of state-society relationships explains who influences and how in South Korean policymaking. The state-society relationship has been a popular framework to explain democratic transition and consolidation. Yet, few studies to date extend the approach to explain advocacy and policymaking across political systems. Jiso Yoon shows the relevance of the framework in explaining advocacy and policymaking today with empirical evidence drawn from the contemporary policy process in South Korea. In addition, she compares policy communities across new and old democracies, such as South Korea and the United States. In this regard, the comparative analysis included in the book sets an important research example for students of comparative public policy to follow.

Following on from the ground-breaking collection *Fashion Cultures*, this second anthology, *Fashion Cultures Revisited*, contains 26 newly commissioned chapters exploring fashion culture from the start of the new millennium to the present day. The book is divided into six parts, each discussing different aspects of fashion culture: Shopping, spaces and globalisation Changing imagery, changing media Altered landscapes, new modes of production Icons and their legacies Contestation, compliance, feminisms Making masculinities *Fashion Cultures Revisited* explores every facet of

contemporary fashion culture and the associated spheres of photography, magazines and television, and shopping. Consequently it is an ideal companion to those interested in fashion studies, cultural studies, art, film, fashion history, sociology and gender studies.

The purpose of this study was to investigate message strategies used in South Korean cosmetic surgery websites. The paper uses Taylor's six-segment message strategy model to analyze the Korean sample websites. The outcome of the content analysis revealed that Informational and Transformational strategies were both equivalently used. Ration and ego strategies were the most frequently practiced within the Informational and Transformational divisions.

This volume offers a critical, cross-disciplinary, and international overview of emerging scholarship addressing the dynamic relationship between race and markets. Chapters are engaging and accessible, with timely and thought-provoking insights that different audiences can engage with and learn from. Each chapter provides a unique journey into a specific marketplace setting and its sociopolitical particularities including, among others, corner stores in the United States, whitening cream in Nigeria and India, video blogs in Great Britain, and hospitals in France. By providing a cohesive collection of cutting-edge work, *Race in the Marketplace* contributes to the creation of a robust stream of research that directly informs critical scholarship, business practices, activism, and public policy in promoting racial equity.

The Power and Paradox of Physical Attractiveness is a scholarly look into physical attractiveness. It articulates the great importance placed on this dimension of a person's appearance. Analysis of the dynamics and consequences reveals a powerful, pervasive, and frequently unrecognized or denied physical attractiveness phenomenon. This phenomenon transcends time, geography, and culture, regardless of demographics and socioeconomics of individuals and populations. With penetrating vision, Dr. Patzer provides evidence that despite professed ideals, people do judge others by their looks. Physical attractiveness is a more powerful determinant of a person's fortune and misfortune in life than people admit. No matter the words, thoughts, and ideals proclaimed by people, these same people judge, assume, infer, believe, act, treat, decide, accept, reject, and behave toward or against individuals, in patterns consistent with their own physical attractiveness and that of others. While many dimensions define appearance, physical attractiveness predominates. The physical attractiveness of a person impacts every individual throughout every community, across the United States and around the world. All people inherit and alter their physical attractiveness, which is determined by complex, interdependent, physical and non-physical factors. Hidden and not-hidden values drive thoughts and actions with significant effects and realities whereby higher physical attractiveness is beneficial, lower physical attractiveness is detrimental, and associated pursuits are relentless. Physical attractiveness may look skin-deep as a surface aspect of appearance, but looks can be deceiving. Researchers throughout the world collect empirical data complemented with anecdotal data to probe beyond the surfaces. Through investigations that meet meticulous scientific methodological procedures, acute observations reveal previously undetected dimensions that advance understanding about physical attractiveness. *The Power and Paradox of Physical Attractiveness* explores, discovers, and documents the theories, evidence, and circumstances in which physical attractiveness is a remarkable veneer with influences that extend considerably beyond what we call skin-deep. The author, Dr. Patzer, formally cites more than 750 references as he identifies a complex phenomenon in which physical attractiveness serves as an informational cue that propels a multiple-stage process. Through this process, people knowingly and unknowingly infer extensive information based on this cue, which in-turn triggers assumptions, expectations, attitudes, and behaviors. It ultimately leads to powerful consequences with significant benefits and detriments for every person, accompanied by continuous pursuits toward these benefits and away from these detriments, caused by his or her level of physical attractiveness.

South Korea represents one of the world's most enthusiastic markets for plastic surgery. The growth of this market is particularly fascinating as access to medical care and surgery arose only recently with economic growth since the 1980s. *Reconstructing Bodies* traces the development of a medical infrastructure in the Republic of Korea (ROK) from 1945 to the present, arguing that the plastic surgery craze and the related development of biotech ambitions is deeply rooted in historical experience. Tracking the ROK's transition and independence from Japan, John P. DiMoia explains how the South Korean government mobilized biomedical resources and technologies to consolidate its desired image of a modern and progressive nation. Offering in-depth accounts of illustrative transformations, DiMoia narrates South Korean biomedical practice, including Seoul National University Hospital's emergence as an international biomedical site, state-directed family planning and anti-parasite campaigns, and the emerging market for aesthetic and plastic surgery, reflecting how South Koreans have appropriated medicine and surgery for themselves as individuals, increasingly prioritizing private forms of health care.

The growth of international travel for purposes of medical treatment has been accompanied by increased academic research and analysis. This Handbook explores the emergence of medical travel and patient mobility and the implications for patients and health care.

Cosmetic Surgery: why Not? Hell Not! An Analysis of Korean Concepts Behind the High Cosmetic Surgery Rates in South Korea
Performing the Self Cosmetic Surgery and the Political Economy of Beauty in Korea

A fascinating insight into Korea, one of the most exciting cultural destinations on the planet.

East-West Montage possesses a unique vision that promises to push discussions of globalization, cultural production, ethnic identity, and bodily metaphors in powerful new directions. Ma is to be praised for his sound scholarship and innovative interpretations. Indeed where others specialize in either the collection of details or the unpacking of text, Ma weaves a strong analytic exegesis rooted in thorough research. —Richard King, Washington State University

Approximately twelve hours' difference lies between New York and Beijing: The West and the East are, literally, night and day apart. Yet *East-West Montage* crosscuts the two in the manner of adjacent filmic shots to accentuate their

montage-like complementarity. It examines the intersection between East and West—the Asian diaspora (or more specifically Asian bodies in diaspora) and the cultural expressions by and about people of Asian descent on both sides of the Pacific. Following the introduction "Establishing Shots," the book is divided into seven intercuts, which in turn subdivide into dialectically paired chapters focusing on specific body parts or attributes. The range of material examined is broad and rich: the iconography of the opium den in film noir, the writings of Asian American novelists, the swordplay and kung fu film, Japanese anime, the "Korean Wave" (including soap operas like *Winter Sonata* and the cult thriller *Oldboy*), Rogers and Hammerstein's Orientalist musicals, the comic *Blackhawk*, the superstar status of the Dalai Lama, and the demise of Hmong refugees and Chinese retirees in the U.S. Highly original and immensely readable, *East-West Montage* will appeal to many working in a range of disciplines, including Asian studies, Asian American studies, cultural studies, ethnic studies, film studies, popular culture, and literary criticism.

Korean dramas gained popularity across Asia in the late 1990s, and their global fandom continues to grow. Despite cultural differences, non-Asian audiences find "K-dramas" appealing. They range from historical melodrama and romantic comedy to action, horror, sci-fi and thriller. Devotees pursue an immersive fandom, consuming Korean food, fashion and music, learning Korean to better understand their favorite shows, and travelling to Korea for firsthand experiences. This collection of new essays focuses on the cultural impact of K-drama and its fandom, and on the transformation of identities in the context of regional and global dynamics. Contributors discuss such popular series as *Boys over Flowers*, *My Love from the Star* and *Descendants of the Sun*.

South Korea's remarkable economic and technological transformation after the Korean War (1950-1953) is often referred to by observers and historians as the "Miracle on the Han River." The country rose from the ashes after the Korean War to become the 12th largest economy in the world and 4th in Asia. South Korea also became one of the most technologically advanced countries in the world in a short span. Through personal observations, research, and careful analysis, the authors are able to look behind the public face of South Korea and identify both the factors that contributed to the total makeover and the price that South Koreans have had to pay and continue to pay to reach some astounding accomplishments. South Korea's transformation is the result of a strong work ethic, entrepreneurship, emphasis on education, pragmatism, nationalistic fervor, personal and collective sacrifices, and stress on efficiency in a highly competitive environment that permeates throughout the culture. Efficiency is deeply ingrained in the fabric of the culture and society, including education, government, and in such areas of business and industry as construction, transportation, the medical profession, and even everyday life. The same efficiency that contributed enormously to Korea's economic and technological achievements has also been at the root of the high price that Koreans--both adults and school children--have had to pay for the nation's accomplishments, thus the title of this book. As a result of the prevailing efficiency, the technology coming out of Korea can compete in today's consumer-oriented society against all comers, including Apple, Ford, GE, GM, Google, Honda, Intel, Kenmore, Toyota, and Whirlpool. However, South Korea has not limited its exports to high tech, cars, household appliances, and cosmetics. The country is now successfully exporting its culture in the form of K-Pop, spirituality, and yoga as well as popular television dramas featuring chiseled faces of beautiful young people and refined images of Gangnam, Asia's plastic surgery capital made famous by Psy's 2012 satirical mega-hit "Gangnam Style" for its extravagant and superficial lifestyle. In spite of the country's undeniable success, looming in the horizon are some formidable challenges, including one of the fastest aging populations among OECD (Organization for Economic Cooperation and Development) countries and related increased expenditures on social services, a persistently low fertility rate, an overemphasis on higher education, which has created a period of degree inflation, and high youth unemployment. The critical question is whether the leadership and the country are prepared to face yet another difficult test by implementing long-range solutions to a very challenging set of conditions. This book examines British and American women's narratives of cosmetic surgery collected between 1995 and 2007, with particular attention to what those narratives say about the contemporary status of cosmetic surgery and "local" ideas about its legitimate and illegitimate uses. The book argues that British and American women employ justificatory strategies that normalize aesthetic procedures by aligning them with nationally-specific notions of "appropriate" medical treatment. Consumers' narratives are also informed by "global" discourses that portray cosmetic surgery as a lifestyle choice and a tool for holding one's own in the competitive marketplace of employment or heterosexual romance. Such meanings are in turn reworked by women in their own accounting, at the same time that accounts are limited by culturally-available symbolic resources and institutional structures. Where the general and specific are incompatible – as is more often the case in the British context – women respond by stressing the power of externally-imposed appearance mandates and their entitlement to self-care.

How did a really unhip country suddenly become cool? How could a nation that once banned miniskirts, long hair on men and rock 'n' roll come to mass produce pop music and a K-pop star that would break the world record for the most YouTube hits? Who would have predicted that a South Korean company that used to sell fish and fruit (Samsung) would one day give Apple a run for its money? And just how does South Korea plan to use pop culture to beat America at its own game. Welcome to South Korea: The Brand. In *The Birth of Korean Cool* journalist Euny Hong uncovers the roots of the 'Korean Wave': a fanaticism for South Korean pop culture that has enabled them to make the rest of the world a captive market for their products by first becoming the world's number one pop culture manufacturer. South Korea's economic development has been nothing short of staggering - leapfrogging from third-world to first-world in just a few years and continuing to grow at a rapid and unprecedented rate - and for the first time *The Birth of Korean Cool* will give readers exclusive insight into the inner workings of this extraordinary country; its past, present and future.

How transnational modernity is taking shape in and in relation to Asia *Fashion and Beauty in the Time of Asia* considers the role of bodily aesthetics in the shaping of Asian modernities and the formation of the so-called "Asian Century." S. Heijin Lee, Christina H. Moon, and Thuy Linh Nguyen Tu train our eyes on sites as far-flung, varied, and intimate as Guangzhou and Los Angeles, Saigon and Seoul, New York and Toronto. They map the transregional connections, ever-evolving aspirations and sensibilities,

and new worlds and life paths forged through engagements with fashion and beauty. Contributors consider American influence on plastic surgery in Korea, Vietnamese debates about "the fashionable," and the costs and commitments demanded of those who make and wear fast fashion, from Chinese garment workers to Nepalese nail technicians in New York who are mandated to dress "fashionably." In doing so, this interdisciplinary anthology moves beyond common characterizations of Asians and the Asian diaspora as simply abject laborers or frenzied consumers, analyzing who the modern Asian subject is now: what they wear and how they work, move, eat, and shop.

The Routledge Companion to Media and Gender offers a comprehensive examination of media and gender studies, charting its histories, investigating ongoing controversies, and assessing future trends. The 59 chapters in this volume, written by leading researchers from around the world, provide scholars and students with an engaging and authoritative survey of current thinking in media and gender research. The Companion includes the following features: With each chapter addressing a distinct, concrete set of issues, the volume includes research from around the world to engage readers in a broad array of global and transnational issues and intersectional perspectives. Authors address a series of important questions that have consequences for current and future thinking in the field, including postfeminism, sexual violence, masculinity, media industries, queer identities, video games, digital policy, media activism, sexualization, docusoaps, teen drama, cosmetic surgery, media Islamophobia, sport, telenovelas, news audiences, pornography, and social and mobile media. A range of academic disciplines inform exploration of key issues around production and policymaking, representation, audience engagement, and the place of gender in media studies. The Routledge Companion to Media and Gender is an essential guide to the central ideas, concepts and debates currently shaping media and gender research.

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